

comprising:

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a display element;
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a communication element;

a reading element which reads access destination information indicated on a printed matter;

a control element which connects to an access destination corresponding to said access destination information through said communication element, receives contents from said access destination, and executes a browser for displaying said received contents on said display element; and

an apparatus case which includes said display  
element, said reading element and said control element;

wherein a reading window for said reading element  
is provided on said apparatus case.

2. A portable information terminal apparatus as claimed in claim 1, wherein said reading element includes a scanner which reads an image on a printed matter through said reading window, and an extraction element which extracts said access destination information included in said image.

3. A portable information terminal apparatus as

2 claimed in claim 1, wherein said access destination  
3 information is a URL noted on a printed matter.

1 4. A portable information terminal apparatus as  
2 claimed in claim 1, wherein said printed matter is a paper  
3 publication having a URL of contents containing a moving  
4 image associated with an article constituted by characters  
5 or a still image printed within or in the vicinity of said  
6 article.

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1 5. A portable information terminal apparatus as  
2 claimed in claim 4, wherein said contents include  
3 advertisement information.

1 6. An information provision method comprising:  
2 storing contents containing a moving image and  
3 being associated with an article constituted by characters  
4 or a still picture on a paper publication, which has  
5 contents locating information indicating a location of said  
6 contents and being printed within or in the vicinity of  
7 said article, in a server on a communication network;

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8 reading said contents locating information on said  
9 paper publication by a portable information terminal  
10 apparatus; and

11 displaying said contents corresponding to said  
12 contents locating information on a display of said portable  
13 information terminal apparatus accessing said server and

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14 acquiring said contents based on said contents locating  
15 information.

1 7. An information provision method as claimed in  
2 claim 6, wherein said contents include advertisement  
3 information.

1 8. The information provision method as claimed in  
2 claim 6, wherein an accounting server having a charge table  
3 in which (an article having advertisement information added  
4 thereto and an advertisement charge previously set based on  
5 a content of said article are registered) in association  
6 with each other and an accounting file for holding  
7 accounting information for each advertiser is used so that  
8 an advertisement charge to be collected by an issuer of a  
9 paper publication from an advertiser is differentiated and  
10 imposed in accordance with an article to which said  
11 advertisement information is added.

1 9. The information provision method as claimed in  
2 claim 6, wherein an accounting server having a charge table  
3 in which (an access number and advertisement charge  
4 information corresponding to said access number are  
5 registered) in association with each other and an accounting  
6 file for holding accounting information for each advertiser  
7 is used so that an advertisement charge to be collected by  
8 an issuer of a paper publisher from an advertiser is

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9 differentiated and imposed in accordance with said access  
10 number of said advertisement information.

1 10. The information provision method as claimed  
2 in claim 6, wherein an accounting server having a charge  
3 table in which (an advertisement time zone and advertisement  
4 charge information according to said advertisement time  
5 zone are registered) in association with each other and an  
6 accounting file for holding accounting information for each  
7 advertiser is used so that an advertisement charge to be  
8 collected by an issuer of a paper publication is  
9 differentiated and imposed in accordance with said  
10 advertisement time zone for providing said advertisement  
11 information.

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1 11. The information provision method as claimed  
2 in claim 6, wherein an accounting server having a charge  
3 table in which (a conformation for providing advertisement  
4 information and advertisement charge information according  
5 to said conformation are registered) in association with  
6 each other and an accounting file for holding accounting  
7 information for each advertiser is used so that an  
8 advertisement charge to be collected by an issuer of a  
9 paper publication from an advertiser is differentiated and  
10 imposed in accordance with said conformation for providing  
11 said advertisement information.

12. The information provision method as claimed in claim 6, wherein a current position of said portable information terminal apparatus having access is detected and advertisement information corresponding to said detected current position is selected to be included in contents.

13. The information provision method as claimed in claim 6, wherein at least part of a communication charge generated in said portable information terminal apparatus is imposed on an issuer of a paper publication.

14. The information provision method as claimed in claim 6, wherein at least part of a connection charge to a provider generated in said portable information terminal apparatus is imposed on an issuer of a paper publication.